

**ABSTRACT**

The present invention relates to a system and method for generating a search result list in response to a search request through a communication network. A method  
5 for generating a search list according to the present invention comprises the steps of selling keywords associated with predetermined search list order display methods through a tender, maintaining a database including a plurality of search list orders, receiving the search request from a searcher, identifying the search list orders associated with the keywords corresponding to the search request, and arranging at least a portion  
10 of the search list orders according to the predetermined search list order display methods. According to the present invention, a purchase competition for a particular keyword is mitigated and selling prices for keywords can be determined at a proper level.